

# fashion calendar 1974

SEPTEMBER 23

34th year

a weekly publication

JANUARY

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DECEMBER

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(212) 289-0420

185 east 85th street

new york, n.y. 10028

ruth finley, publisher

# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher

## WEEK ENDING SATURDAY, SEPTEMBER 21, 1974

| <u>DATE</u>                                      | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <u>GIVEN BY</u>                                       | <u>WHERE</u>                                                                                                              |
|--------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
| Thursday<br>Sept. 19<br>11:00 A.M.               | SHOWING OF ADOLFO<br>COLLECTION<br>For press and customers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | SAKS FIFTH AVENUE<br>By invitation.                   | 5TH FLOOR<br>Publicity: Helen O'Hagan, HA 1-2000.                                                                         |
| Thursday<br>Sept. 19<br>11:30 A.M.               | TIKTINER COLLECTION--<br>FALL AND WINTER<br>Exclusive collection.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | BERGDORF GOODMAN<br>By invitation.                    | 3RD FLOOR<br>Publicity: Suzanne Butterfield, PL 3-7300.                                                                   |
| Thursday<br>Sept. 19<br>3:30 P.M.                | MEN'S SPRING SPORTSWEAR<br>AND DESIGNER COLLECTION<br>Introducing "Reggie" collection.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | THE PETERS SPORTSWEAR<br>COMPANY<br>By invitation.    | 350 FIFTH AVENUE<br>SHOWROOM - 4TH FLOOR<br>Contact: Buyers--Michael Winegred, 564-0077; Press--Richard Greene, 595-8036. |
| Thursday<br>Sept. 19<br>3:30 P.M.-<br>11:30 P.M. | BICENTENNIAL FASHION<br>PREVIEW IN WASHINGTON<br>"An Evening in History" -- preview of first Bicentennial Exhibit of 200 years of American Apparel at Smithsonian Institution in Washington. A limited group will depart from LaGuardia on a special American Airlines flight. Dinner at Garfinkels, followed by Champagne Gala at The Smithsonian. Trip subscription: \$75.00, tax deductible. N.Y. Hosts: DuPont and Fieldcrest. Contact: Marjorie Dean at Tobe, OX 5-6210; or Mary Joan Glynn, Bloomingdale's, 223-7421. Special Events at Smithsonian: (202) 628-4422. | SMITHSONIAN INSTITUTION                               | WASHINGTON, D.C.                                                                                                          |
| Thursday<br>Sept. 19<br>6:00 P.M.                | COLLECTION<br>BY CLOVIS RUFFIN<br>Also Sat., Sept. 21 at Noon.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SAKS FIFTH AVENUE                                     | 7TH FLOOR<br>Contact: Helen O'Hagan, HA 1-2000.                                                                           |
| Beginning<br>Thursday<br>Sept. 19                | OPENING OF COLLECTION<br>NUMBER III<br>By appointment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ANNE KLEIN AND COMPANY                                | 205 WEST 39TH STREET<br>SHOWROOM - 3RD FLOOR<br>Contact: Betty Hanson, 221-7880.                                          |
| Beginning<br>Thursday<br>Sept. 19                | OPENING OF<br>COLLECTION<br>Continuous by appointment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ROMI (LOS ANGELES)<br>(426 N. LA CIENEGA)             | HOTEL GOTHAM<br>PRIVATE SUITE<br>Contact: Mary Claire (213) 659-2932.                                                     |
| Beginning<br>Thursday<br>Sept. 19                | SWIMSUITS AND BEACH<br>COVERUPS FOR RESORT<br>Continuous by appointment.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ONE LONG SUMMER WITH<br>GIORGIO<br>Contact: 245-1550. | 6 WEST 56TH STREET<br>SANT'ANGELO - 3RD FLOOR                                                                             |
| Friday<br>Sept. 20<br>9:00 A.M. &<br>12:00 Noon  | TWO SHOWS: FASHIONS,<br>BEAUTY, ACCESSORIES<br>"Fashion Under \$100.00 -- The Best American RTW for the Price" ... a fashion first ... live video closeup of clothes, beauty and accessories. Co-chairmen: Lila Nadell, Senior Women's Editor of "Clothes Magazine"; Eleanor Douglas, Merchandising Consultant, Federated Department Stores. Video Closeup: Penny Morell, Morcor Promotion. Prices: Breakfast--\$15.00, members; \$20.00, guests. Luncheon--\$20.00, members; \$25.00, guests. Contact: CI 7-3940.                                                         | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA)      | N.Y. HILTON HOTEL<br>BALLROOM                                                                                             |

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                          | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                        |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------|
| Friday<br>Sept. 20<br>9:30 A.M.-<br>4:00 P.M.  | FASHION CAREER<br>SEMINAR 1974<br>A one-day crash course...exploring all the fashion career potentials for those beginning, switching or re-entering. Co-chairmen: Lenore Benson, Mademoiselle Magazine; and Sheila Levy, consultant. Topics - "Forecasting and Designs, Making it Happen, Creative Marketing and Visual Presentations. Tickets: \$20.00<br>Contact: CI 7-3940. | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | UNITED ENGINEERING CTR.<br>345 EAST 47TH ST-1ST FL. |
| Friday<br>Sept. 20<br>7:00 P.M.-<br>11:00 P.M. | BENEFIT PREMIERE<br>AT NEW STORE<br>Benefit for Westchester Hospitals. (Black tie) By invitation. (Official opening on Monday, September 23). Publicity: Suzanne Butterfield, PL 3-7300.                                                                                                                                                                                        | BERGDORF GOODMAN                                 | WHITE PLAINS<br>MAPLE AVENUE                        |
| Sept. 21                                       | 12:00 Noon, CLOVIS RUFFIN (2nd show) at Saks Fifth Avenue, 7th floor                                                                                                                                                                                                                                                                                                            |                                                  |                                                     |
| Saturday<br>Sept. 21<br>12:00 Noon<br>Brunch   | FASHION SHOW<br>AT LUNCHEON<br>Produced by Sybil Weinman of Fashion Productions. Reservations (\$7.50).<br>Contact: Dawn Lewis, 757-9090.                                                                                                                                                                                                                                       | VICTORIA ROYAL<br>BY MARTIN STAEHELY             | RAINBOW ROOM-66TH FL.<br>30 ROCKEFELLER PLAZA       |
| Sunday<br>Sept. 22-<br>Sept. 24                | NEW YORK SPRING<br>SHOE SHOW<br>Hours: Sun. and Mon. - 9:00 to 6:00; Tues. - 9:00 to 1:00. Contact: Marv Stanton, 736-5700, ext. 2180.                                                                                                                                                                                                                                          | BOOT & TRAVELERS ASSN.                           | HOTEL McALPIN<br>MEZZANINE                          |
| Sept. 22-<br>Sept. 24                          | CANADIAN INTERNATIONAL FOOTWEAR EXPOSITION AT PLACE BONAVENTURE, MONTREAL<br>Contact: Pierre Robillard, 1010 St. Catherine St. W. (514) 878-9337.                                                                                                                                                                                                                               |                                                  |                                                     |
| Sunday<br>Sept. 22                             | 1974 COIFFURE FASHION<br>FESTIVAL IN PARIS<br>Hairdressers include: Alexandre, Carita Sisters, Maurice Franck, Guillaume, Special guest: Vidal Sassoon -- demonstrations of Sassoon cutting techniques at 3:15; special presentation of new hair styles for 1975 at 5:00. Contact: Laurance Taylor, Vidal Sassoon, Inc., 249-7455.                                              | FEDERATION NATIONALE<br>DE LA COIFFURE           | PARIS INT'L CENTRE<br>PORTE MAILLOT                 |

WEEK BEGINNING MONDAY, SEPTEMBER 23, 1974

|                                               |                                                                                                                                                                                                                                                                                                                        |                                   |           |
|-----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------|
| Monday<br>Sept. 23<br>10:30 A.M.              | SPECIAL COLLECTION<br>BY PAT SANDLER<br>One-of-a-kind collection. By invitation. Contact: Helen O'Hagan, HA 1-2000.                                                                                                                                                                                                    | SAKS FIFTH AVENUE                 | 5TH FLOOR |
| Monday<br>Sept. 23<br>11:30 A.M.              | IMPORT COLLECTION: AND<br>HANAE MORI FASHIONS<br>Customer showing, by invitation. Publicity: Suzanne Butterfield, PL 3-7300.                                                                                                                                                                                           | BERGDORF GOODMAN                  | 4TH FLOOR |
| Monday<br>Sept. 23<br>1:00 P.M.&<br>6:00 P.M. | PARIS AND ROME<br>COUTURE FASHIONS<br>Paris and Rome couture originals and Ohrbach's line-for-line copies. Show at 1:00 P.M., by invitation; 6:00 P.M., open to public. Commentator: Irene Satz, vice president and fashion director. Public Relations Director: Mark Klauser. Contact: Miss West, 564-3100, ext. 285. | OHRBACH'S<br>(5 WEST 34TH STREET) | 5TH FLOOR |
| Monday<br>Sept. 23<br>6:00 P.M.               | FASHIONS BY TASSELL<br>FOR HOUSE OF NOPELL<br>Contact: Publicity Dept., EL 5-6800.                                                                                                                                                                                                                                     | BONWIT TELLER                     | 6TH FLOOR |

| <u>DATE</u>                                     | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                 | <u>GIVEN BY</u>                      | <u>WHERE</u>                                      |
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| Tuesday<br>Sept. 24<br>11:30 A.M.<br>Cocktails  | BENEFIT SHOW<br>BY MARC BOHAN<br>Marc Bohan will present his collection for Christian Dior at a showing for benefit of Memorial Sloan Kettering. By invitation. Tickets: \$10. Contact: Brad Tonkin, 879-3050. Press: Helen O'Hagan, HA 1-2000.                                                                                                                                                        | SAKS FIFTH AVENUE                    | 5TH FLOOR                                         |
| Tuesday<br>Sept. 24<br>1:00 P.M.                | PREMIERE: FALL AND<br>WINTER FUR FASHIONS<br>By invitation. Contact: 239-7080. Thereafter, 345 Seventh Avenue, 12th floor. Contact: LA 4-5373.                                                                                                                                                                                                                                                         | JOHN ANTHONY FOR<br>GOLDIN FELDMAN   | 550 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR       |
| Tuesday<br>Sept. 24<br>5:00 P.M.<br>Reception   | PRESS PREVIEW:<br>SWIMSUIT COLLECTION<br>International Resort and Summer collection of swimsuits and coordinates in exclusive printed polyester knits, all designed by Hans Heitsch (who introduced "the String" to the U.S.) Hosted by Consul General and Mrs. Gunnar Lonaens. Show at 5:30 P.M. By invitation. Thereafter in showroom, Suite 1420. Publicity: Jan Lovett Struber. Contact: 279-5589. | JER SEA OF SWEDEN<br>(1407 BROADWAY) | 600 PARK AVE. (61ST ST.)<br>CONSUL GENERAL-SWEDEN |
| Tuesday<br>Sept. 24<br>6:00 P.M.<br>Champagne   | BOUTIQUE OPENING:<br>JUDY HORNBY OF LONDON<br>Special opening, featuring the Judy Hornby of London Fall collection. (Benefit preview, Sept. 29 at 4:00, in Newport, R.I., for benefit of New School there). By invitation. Contact: Polly Guerin, Advg./P.R., 679-8695.                                                                                                                                | LE TOURNESOL                         | 203 EAST 60TH STREET<br>(2ND & 3RD AVENUE)        |
| Tuesday<br>Sept. 24<br>6:30 P.M.                | BENEFIT PREVIEW: FALL<br>DESIGNER ROOMS<br>"America Hooray" -- opening of Fall designer rooms. By invitation. Tickets: \$15.00, for benefit of Kips Bay Boys Club. Contact: Leslie Gillen, 223-7205. Press: Margot Rogoff, 223-7202.                                                                                                                                                                   | BLOOMINGDALE'S                       | 5TH FLOOR                                         |
| Beginning<br>Tuesday<br>Sept. 24                | OPENING: SPRING AND<br>SUMMER COLLECTION<br>Continuous by appointment. Contact: Susie Vogel, 947-4406.                                                                                                                                                                                                                                                                                                 | CACHAREL<br>BY MALLORY               | 530 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR        |
| Postponed<br>Sept. 25                           | MUNSINGWEAR PRESS PREVIEW OF OLEG CASSINI TENNIS FASHIONS, ORIGINALLY SCHEDULED FOR SEPT. 25 AT 9:30 A.M., HAS BEEN POSTPONED. (New Date Will Be Announced.)                                                                                                                                                                                                                                           |                                      |                                                   |
| Wednesday<br>Sept. 25<br>12:30 P.M.<br>Luncheon | FASHION SHOW<br>AT LUNCHEON<br>Showing of Fall collection. Reservations (\$8.50): CI 6-9171. Barbetta Publicity: Ellen Perl, TE 2-8212.                                                                                                                                                                                                                                                                | DIANE VON FURSTENBERG                | BARBETTA RESTAURANT<br>321 WEST 46TH STREET       |
| Sept. 26                                        | YOM KIPPUR (Thursday) -- Begins at Sunset, Wed., Sept. 25                                                                                                                                                                                                                                                                                                                                              |                                      |                                                   |
| Friday<br>Sept. 27<br>3:00 P.M.                 | PRESS PREVIEW: SPRING<br>EUROPEAN FASHIONS<br>Women's and children's ready-to-wear from ten countries. By invitation. Open, Sun., Sept. 29 to Tues., Oct. 1, 9:00 to 5:00. (At L.A. Mart, Oct. 2-4). Fashion Coordinator: Alice Encke. Commentator: Eve Orton. Contact: Buyers--Michael Kreindler, Cavin & Tubiana, 354-2970. Press--Spencer & Rubinow, 751-9050.                                      | EUROPEAN FASHION FAIR                | STATLER-HILTON HOTEL<br>7TH AVE. & 33RD STREET    |
| Saturday<br>Sept. 28<br>12:00 Noon<br>Brunch    | FASHION SHOW<br>AT LUNCHEON<br>Produced by Sybil Weinman of Fashion Productions. Reservations (\$7.50). Contact: Dawn Lewis, 757-9090.                                                                                                                                                                                                                                                                 | GEORGE HALLEY                        | RAINBOW ROOM-66TH FL.<br>30 ROCKEFELLER PLAZA     |

| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                                                                                                                           | <u>GIVEN BY</u>                              | <u>WHERE</u>                                               |
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| Sept. 29-<br>Oct. 1                            | HOME SEWING SHOW AT STATLER HILTON HOTEL<br>Contact: Christopher Cross Associates, 40 East 38th St., 689-1300                                                                                                                                                                                                                                                                                                    |                                              |                                                            |
| Sept. 29-<br>Oct. 2                            | PRESS WEEK IN CALIFORNIA AT GENE AUTRY HOTEL, PALM SPRINGS, CALIFORNIA<br>Contact: Marjorie Carne, Calif. Fashion Creators, 110 E. 9th, L.A.(213) 627-1034                                                                                                                                                                                                                                                       |                                              |                                                            |
| Sept. 29                                       | LONDON INTERNATIONAL FOOTWEAR FAIR (Sept. 29-Oct. 3)                                                                                                                                                                                                                                                                                                                                                             |                                              |                                                            |
| Sept. 29                                       | MEN'S AND BOYS' HOLIDAY AND EARLY SPRING MARKET WEEK IN DALLAS (Sept. 29-Oct. 2)                                                                                                                                                                                                                                                                                                                                 |                                              |                                                            |
| Sunday<br>Sept. 29-<br>Oct. 4                  | SPRING FASHIONS FROM<br>FINLAND AND SWEDEN<br>Coats, rainwear, dresses, coordinates, beach and sportswear by designers from Finland and Sweden. By appointment. (In Montreal at Place Bonaventure, Oct. 7-8). Contact: 593-0045.                                                                                                                                                                                 | SCANDINAVIAN FASHION<br>DESIGNERS            | HOTEL GOTHAM<br>PRIVATE SUITES                             |
| Monday<br>Sept. 30<br>9:30 A.M.                | RESORT-SPRING<br>COLLECTION IN L.A.<br>Contact: (213) MA 7-0806.                                                                                                                                                                                                                                                                                                                                                 | HELGA                                        | 722 SO. LOS ANGELES<br>SHOWROOM                            |
| Monday<br>Sept. 30<br>10:00 A.M.<br>Breakfast  | SIBLEY-COFFEE<br>BENEFIT SHOWING<br>Joan Sibley and Dory Coffee will present their collection at a showing for customers. By invitation. Contact: Helen O'Hagan, HA 1-2000.                                                                                                                                                                                                                                      | SAKS FIFTH AVENUE                            | 5TH FLOOR                                                  |
| Monday<br>Sept. 30<br>11:00 A.M.               | FUR FASHIONS BY<br>EMERIC PARTOS<br>By invitation. Publicity: Suzanne Butterfield, PL 3-7300.                                                                                                                                                                                                                                                                                                                    | BERGDORF GOODMAN                             | 4TH FLOOR<br>PLAZA APPROACH                                |
| Monday<br>Sept. 30-<br>Oct. 11                 | SPRING '75<br>FORECAST<br>Daily at 9:00 A.M. and 4:00 P.M. except Mondays at 4:00 P.M. only and Fridays at 9:00 A.M. only. By appointment. Contact: Polly Ferguson, 692-5392.                                                                                                                                                                                                                                    | GLAMOUR MAGAZINE                             | 350 MADISON AVENUE<br>SHOWROOM - 10TH FLOOR                |
| Tuesday<br>Oct. 1<br>11:30 A.M.                | PRESS PREVIEW OF<br>FUR COLLECTION<br>(Show at 12:00 Noon - Note change of time). By invitation. Customer show at 3:00 P.M. Contact: CI 7-1388. Publicity: Vera Bacal, PL 3-8421.                                                                                                                                                                                                                                | MAXIMILIAN                                   | 20 WEST 57TH STREET<br>SALON - 3RD FLOOR                   |
| Wednesday<br>Oct. 2<br>10:30 A.M.<br>Breakfast | SHOWING OF FASHIONS<br>BY BILL BLASS<br>Bill Blass will present his Fall collection and preview of his Resort collection to customers. By invitation. Contact: Helen O'Hagan, HA 1-2000.                                                                                                                                                                                                                         | SAKS FIFTH AVENUE                            | 5TH FLOOR                                                  |
| Wednesday<br>Oct. 2<br>12:30 P.M.<br>Luncheon  | FALL FASHIONS<br>AT LUNCHEON<br>By reservation (\$8.50): CI 6-9171. Barbetta Publicity: TE 2-8212.                                                                                                                                                                                                                                                                                                               | LEAMOND DEAN DESIGNS<br>H.H. LTD., COBLENTZ  | BARBETTA RESTAURANT<br>321 WEST 46TH STREET<br>Ellen Perl, |
| Wednesday<br>Oct. 2-<br>Oct. 5                 | MENSWEAR PRESS PREVIEWS<br>IN PALM SPRINGS<br>Resort fashions and West Coast preview of Spring trends in male fashions. (Limited to newspapers with more than 100,000 circulation, syndicates and consumer magazines), coinciding with MAGIC market week, for more than 12,000 retailers. By invitation. Executive Director: Norman Karr. Fashion Director: Chip Tolbert. Contact: Katherine Agnello, LT 1-8210. | MEN'S FASHION ASSN. &<br>MEN'S APPAREL GUILD | GENE AUTREY HOTEL<br>PALM SPRINGS, CALIF.                  |

| DATE                                                     | WHAT'S GOING ON                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | GIVEN BY                                          | WHERE                                       |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|---------------------------------------------|
| Oct. 4                                                   | SALON COTE D'AZUR SUMMER FASHIONS IN NICE (Oct. 4-8)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                   |                                             |
| Oct. 6                                                   | INT'L FASHION FAIR IN MUNICH (Oct. 6-10)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Contact: (201) 653-3304                           |                                             |
| Beginning Monday Oct. 7                                  | RESORT-SPRING IN LOS ANGELES<br>By appointment. Contact: (213) MA 7-5201.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | MR. BLACKWELL                                     | 719 SO. LOS ANGELES ST.<br>SHOWROOM         |
| Tuesday Oct. 8<br>11:30 A.M.                             | BENEFIT FASHION SHOWING<br>Kips Bay Boys' Club showing with Adolfo, Revillon Furs, and the best of Europe.<br>By invitation. Contact: Helen O'Hagan, HA 1-2000.                                                                                                                                                                                                                                                                                                                                                                                                                       | SAKS FIFTH AVENUE                                 | 5TH FLOOR                                   |
| Tuesday Oct. 8<br>3:30 P.M.                              | OPENING OF SPRING COLLECTION<br>By invitation. Contact: Cathy, 239-7080.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | JOHN ANTHONY RAINWEAR                             | 550 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR |
| Tuesday Oct. 8<br>6:00 P.M.                              | FALL SHOWING OF GALANOS FASHIONS<br>By invitation. Contact: Publicity Dept., EL 5-6800.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | BONWIT TELLER                                     | 6TH FLOOR                                   |
| Tuesday Oct. 8<br>6:30 P.M.-<br>10:00 P.M.<br>Buffet     | CHILDREN'S PARTY--<br>INTERNATIONAL BENEFIT<br>Entertainment, games, craft demonstrations, celebrity booths, for benefit of<br>CARE. Tickets: \$25; children; \$7.50. Chairman: Victor Borge. Co-chmn: Virginia<br>Capers. Contact: Joy Rosenthal, MU 6-3110, ext. 346.                                                                                                                                                                                                                                                                                                               | CARE &<br>F.A.O. SCHWARTZ                         | FIFTH AVE. & 58TH ST.                       |
| Beginning Tuesday Oct. 8                                 | OPENING OF SPRING COLLECTION<br>Continuous by appointment. Contact: Joan Arkin, 695-1617.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | REAL OF PARIS                                     | 530 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR |
| Wednesday Oct. 9<br>2:30 P.M.                            | FALL AND WINTER FUR COLLECTION<br>(Snacks at 2:00 P.M.) Fashion Director: Mia Grau. Contact: PE 6-6944.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | THE CHRISTIE BROTHERS CO.<br>(333 SEVENTH AVENUE) | HOTEL PLAZA<br>BALLROOM                     |
| Thursday Oct. 10<br>4:30 P.M.                            | SLEEPWEAR AND LOUNGEWEAR<br>BY DONALD BROOKS<br>Preview of Spring '75 collection of sleepwear and loungewear, designed by Donald<br>Brooks for Maidenform. By invitation. Contact: Fay Rosen, 953-1407.                                                                                                                                                                                                                                                                                                                                                                               | MAIDENFORM                                        | 90 PARK AVENUE<br>SHOWROOM - 38TH FLOOR     |
| Thursday Oct. 10<br>6:00 P.M.-<br>8:00 P.M.<br>Cocktails | PRESS OPENING:<br>NEW BOUTIQUE<br>Andre Murasan, artist, and Jean-Claude Robin, designer, preview their new<br>boutique (opening Oct. 11). Informal modeling. By invitation. Contact: Neal<br>Kolens (12:00 Noon to 9:00 P.M.), 929-1112.                                                                                                                                                                                                                                                                                                                                             | MURASAN & ROBIN LTD.                              | 715 MADISON AVENUE<br>(63RD & 64TH STREET)  |
| Sunday Oct. 13-<br>Oct. 17                               | 49TH READY-TO-WEAR SHOWINGS IN FLORENCE: PITTI & STROZZI PALACE, GRAND HOTEL<br>(Showings also in Milan by Missoni, Caumont, others)<br>Sun., Oct. 13... Opening of stands at Strozzi Palace and Palazzo degli Affari<br>Mon., Oct. 14... 9:00 A.M. (Knitwear and Leather fashions)<br>Albertina, Pasquali, Trico, Lesy, Noni Sport, Gibi,<br>Ilaria, Milena Mosele, Sicons Italiana, Laura Aponte,<br>Mirsa, Motta Knitwear, Avagolf, Gherardini, Maljana<br>12:30 P.M. Laura Biagiotti - Grand Hotel (by invitation)<br>6:00 P.M. Emilio Pucci<br>(Continued on the following page) |                                                   |                                             |

ITALIAN READY-TO-WEAR SHOWINGS (Continued from page 5)

Tues., Oct. 15... 9:00 A.M. (Ready to Wear) Andre Laug, Ferragamo, Avolio, Heinz Riva, Baratta, Barocco, Gibo, Clara Centinaro, Antonelli, Ognibene Zendman, Litrico, Sanlorenzo, Enzo Russo, Balestra

Wed., Oct. 16... 9:00 A.M. (Ready to Wear and Boutique) Hermitt, Livio de Simone, Kinki Shop, Charade, Guarnera, De Parisini, Garbell, Tendresse, Montedoro, Lux Sport, Paola Signorini, Pancladi, Roberta di Camerino

7:30 P.M. New lines at Pitti Palace

Showing only at Strozzi Palace and Palazzo degli Affari e della Moda:

Knitwear and leather fashions--Alexander, Aymo Sport, Caroline Tricots, Erba, Giusi Slaveriero, Luciano Ferrari, Linea G, Mario Valentino, Mir Mar, Raffaello, Ranotto, Roberto Cavalli, Stilmaglia

Ready-to-Wear -- Enzo, Fabiani, Gregoriana, Lancetti, Martieri, Sorelle Fontana, Tita Rossi, Titti Brugnoli, Tiziani

Ready-to-Wear and Boutique -- Altimari, Aquarius, Argos Dini, Bloom, Carla Arosio, Domitilla, Facar, Franco Bertoli, Garlitz Isabel, Genny, Gianantonio, Giovannozzi, Jeunesse, Juditte Premiere, La Mendola, Laura Biagiotti, La Mendola, Li' o La', Lo Scarabocchio, Miki Minouche, Mose, Paki, Pam Pam by Bizanti, Paola Davitti, Picri, Piero Chiesa, Princess, Puccetti, Rita Russo, Valditivere, Zani Valentine, Viki.

Contact: Centro di Firenze per la Moda Italiana, 50121, Firenze, Viale Gramsci 9/2, Tel: 679183-672404.

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Monday  
Oct. 14-  
Oct. 24

SPRING-SUMMER PRET-A-PORTER SHOWINGS IN PARIS (For press and buyers)  
(Showings at Porte de Versailles, Oct. 19-24)

Mon., Oct. 14... 2:30 P.M. Rodier & Korrigan-II, Blvd. de la Madeleine, 742-89-69

Tues., Oct. 15... 10:30 A.M. Hallenstein Tissu, 38, rue du Sentier (also 5 P.M.) 288-49-51

10:00 A.M. Anne Marie Beretta, 24, rue St. Sulpice 887-91-24

Wed., Oct. 16 ... 10:30 A.M. Michael Costas (opt), 236-65-63; 278-41-10

1:00 P.M. Booling (Opt) 256-28-14; 359-60-03

5:00 P.M. Mac Tac, Hotel Meurice, 370-27-96

6:30 P.M. Israelien-Cit, 266-61-03/04

Thurs., Oct. 17... 10:15 A.M. Jacques Esterel, 124 Fg. St. Honore, 359-25-30; 359-21-08

11:30 A.M. Fouks, 783-43-17

1:00 P.M. Jaeger, 5, Fg. St. Honore, 727-15-42

2:30 P.M. Torrente, 24, ave. Matignon, 266-69-52

5:30 P.M. Jacques Heim, 7, ave. de l'Opera, 260-52-80

7:30 P.M. Francis Laurent, 13, rue Fontaine du Temple, 278-35-67

Fri., Oct. 18... 9:30 A.M. Andre Ledoux Sports, Restaurant les Annees, 30 - 92, rue La Boetie, 224-76-35

10:30 A.M. GEP, Hotel Hilton, Salon d'Orsay-Etrangers, 700-29-78

11:30 A.M. Marinelli, 783-43-17

12:30 P.M. Carven, 6, rd. Point des Ch. Elysses, 359-17-52

2:00 P.M. Lison Bonfils-Jacques Gilles, 326-49-40

3:15 P.M. Renata (Opt) 265-50-50/51

4:30 P.M. Bercher 887-91-24

7:00 P.M. Suzuya, Hotel Elysses, 7, ave. Gabriel, 073-14-92

7:30 P.M. Paco Rabanne, Hotel Elysees, 7, ave. Gabriel, 260-37-84

Sat., Oct. 19... 12:00 Noon Issey Miyake, 783-53-25

2:30 P.M. Sepia, 13, rue Chapon, 887-24-03

8:30 P.M. Groupement de Paris, Cercle Interallie, 33, Fg. St. Honore, Francais et Etrangers, 532-51-69

(Continued on the following page)

SPRING-SUMMER PARIS PRET-A-PORTER SHOWINGS (Continued from pg. 6)

Sun., Oct. 20... 11:00 A.M. Lanvin  
 2:30 P.M. Createurs et Industriels, 231-26-54  
 8:00 P.M. Defile de l'Union des Createurs de la Mode Cote d'Azur, Hotel George V, ave. George V, 266-61-03/04  
 9:00 P.M. Gala Fascination de la Fourrure Chez Maxim's (opt) 073-08-31

Mon., Oct. 21... 9:30 A.M. Chloe, 359-15-63  
 11:00 A.M. Balmain, 44, rue Francois Ier, 225-68-04  
 11:30 A.M. Givenchy Nouvelle Boutique (buyers), 3, ave. George V, 508-86-86  
 12:00 Noon Jean Patou, 7, rue St. Florentin, 260-36-10  
 1:30 P.M. Mic Mac, Hotel Elysees, 7, ave. Gabriel, 273-39-26  
 3:00 P.M. Miss Dior, 30, ave. Montaigne, 359-93-64  
 4:30 P.M. Emmanuelle Khanh, 236-56-33  
 6:00 P.M. Cardin (opt) 118, Fg. St. Honore, 266-92-25; 256-06-03  
 7:00 P.M. Jap, 742-47-58  
 8:30 P.M. Soiree Italienne (Opt)

Tues., Oct. 22... 9:30 A.M. Hotel Chateau Frontenac, 54, rue Pierre Charon, 273-39-26  
 10:45 A.M. Saint Laurent, 5, ave. Marceau, 727-43-79  
 11:45 A.M. Hechter, 770-76-35  
 1:30 P.M. Hermes, Hotel Elysses, 265-21-60  
 3:00 P.M. Cacharel, 18 Fg. du Temple, 805-54-74  
 4:30 P.M. Timwear, 770-97-19  
 5:30 P.M. Saint Clair - Bataclan, 50, Blvd. Voltaire, 357-54-85; 357-93-69  
 6:45 P.M. Helios et Miss Helios pret a porter style Marie France Aquaviva et lingerie style Karl Lagerfeld 256-37-18; 256-33-73/36/67  
 8:30 P.M. Soiree Italienne (Opt)

Wed., Oct. 23... 9:00 A.M. Emanuel Ungaro, 2, ave. Montaigne, 256-27-70  
 10:30 A.M. Jean Louis Scherrer, 51, ave. Montaigne, 359-55-39 256-38-08  
 12:00 Noon Courreges-Etrangers, 40, ave. Francois Ier, 256-06-03  
 1:00 P.M. Louis Feraud, 88, Fg. St. Honore, 255-62-90  
 2:00 P.M. Ted Lapidus, 727-15-42  
 3:30 P.M. Givenchy Nouvelle Boutique (press), 3, ave. George V, 508-86-86  
 2:30 P.M. Georges Rech, 236-46-40  
 5:30 P.M. Synonyme, 231-51-79  
 7:00 P.M. Ter et Bantine, 508-12-23; Grand Hotel

Thurs., Oct. 24... 9:30 A.M. Michel Goma, 742-74-41  
 11:00 A.M. Christian Aujard, 8, Cite Paradis, 824-61-54  
 12:45 P.M. Franck Olivier, 783-43-17  
 2:30 P.M. Guy Laroche, 29, ave. Montaigne, 508-42-06  
 4:00 P.M. Dorothee Bis, 222-33-63/64  
 5:15 P.M. Nina Ricci, 20, rue des Capucines, 073-67-31  
 7:00 P.M. Ted Lapidus Diffusion (opt) Belle Jardiniere, 2, rue du Pont Neuf, 227-52-45

Fri., Oct. 25... 9:30 A.M. Sonia Rykiel - Etrangers  
 11:00 A.M. Philippe Venet, 62, rue Francois Ier, 227-52-45

Contact: Denise Dubois, 100 Fg. St. Honore, 75008, Paris. Tel: 266-64-44  
 Contact: French Trade Shows, 1350 Sixth Avenue, 582-4960. Press: French Apparel Center, 354-8620.

| <u>DATE</u>       | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                                                         | <u>GIVEN BY</u>       | <u>WHERE</u>                           |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------------------------------------|
| Oct. 14           | COLUMBUS DAY Monday (Banks and Post Office closed)                                                                                                                                                                                                                                                             |                       |                                        |
| Oct. 14           | RESORT AND EARLY SPRING MARKET WEEK IN L.A. - CALIFORNIA FASHION CREATORS                                                                                                                                                                                                                                      |                       |                                        |
| Beginning Monday  | OPENING: WOMEN'S SPRING SPORTSWEAR                                                                                                                                                                                                                                                                             | COUNTRY SOPHISTICATES | 489 FIFTH AVENUE SHOWROOM - 25TH FLOOR |
| Oct. 14           | Continuous by appointment. Contact: 661-1670.                                                                                                                                                                                                                                                                  |                       |                                        |
| Tuesday           | FOUR PREVIEWS FOR                                                                                                                                                                                                                                                                                              | FORMFIT ROGERS        | 530 FIFTH AVENUE                       |
| Oct. 15           | PRESS AND RESIDENT BUYERS                                                                                                                                                                                                                                                                                      |                       | SHOWROOM - 15TH FLOOR                  |
| 9:30 A.M.-        | Previews of Spring lingerie & loungewear, designed by Emilio Pucci, Vera and                                                                                                                                                                                                                                   |                       |                                        |
| 4:00 P.M.         | Margit Brandt. -- at 9:30, 11:00, 2:00 and 4:00. By reservation. Contact: 682-1233. Publicity: Ruth Hammer Assoc., 141 East 33rd St., 685-8290.                                                                                                                                                                |                       |                                        |
| Tuesday           | PHOTOGRAPHIC                                                                                                                                                                                                                                                                                                   | SAKS FIFTH AVENUE     | 6TH FLOOR                              |
| Oct. 15           | FASHION EXHIBIT                                                                                                                                                                                                                                                                                                |                       |                                        |
| 6:30 P.M.         | Vogue Magazine's Photographic Exhibit of 50 years of Women in Vogue. For                                                                                                                                                                                                                                       |                       |                                        |
| Cocktails         | benefit of American Cancer Society. By invitation. Contact: Helen O'Hagan, HA 1-2000.                                                                                                                                                                                                                          |                       |                                        |
| Wednesday         | BENEFIT PREVIEW:                                                                                                                                                                                                                                                                                               | LORD & TAYLOR         | 5TH FL-COCKTAILS                       |
| Oct. 16           | FASHIONS FROM ITALY                                                                                                                                                                                                                                                                                            |                       | 6TH FL-PROGRAM                         |
| 6:30 P.M.         | A store-wide salute to the art and culture of Florence, Italy, and introducing "La Gloria di Firenze". Benefit of Metropolitan Opera Guild. By invitation. Tax deductible contribution-\$25.00. Contact: Lee Leach, Metropolitan Opera Guild, 582-7500. Press contact: MaryEllen Brennan, LW 4-5100, ext. 232. |                       |                                        |
| Thursday          | 33RD ANNUAL FASHION                                                                                                                                                                                                                                                                                            | COTY                  | ALICE TULLY HALL                       |
| Oct. 17           | CRITICS AWARDS                                                                                                                                                                                                                                                                                                 |                       | LINCOLN CENTER                         |
| 8:00 P.M.         | Presentation of the 1974 American Fashion Critics' Awards. By invitation. Publicity: Eleanor Lambert, MU 8-2130.                                                                                                                                                                                               |                       |                                        |
| Oct. 20           | NAMSB -- MEN'S SPORTSWEAR BUYERS AT N.Y. STATLER HILTON (Oct. 20-23): 689-7420                                                                                                                                                                                                                                 |                       |                                        |
| Monday            | BENEFIT SHOWING                                                                                                                                                                                                                                                                                                | SAKS FIFTH AVENUE     | 5TH FLOOR                              |
| Oct. 21           | FUR FASHIONS                                                                                                                                                                                                                                                                                                   |                       |                                        |
| 11:30 A.M.        | Scott Barrie designs for Revillon--benefit for Museum of City of N.Y. By invitation. Publicity: Helen O'Hagan, PL 3-4000.                                                                                                                                                                                      |                       |                                        |
| Oct. 24           | INTERNATIONAL CLOTHING EXPORT FAIR IN LONDON (Oct. 24-27)                                                                                                                                                                                                                                                      |                       |                                        |
| Oct. 26           | DALLAS WOMEN'S & CHILDREN'S RESORT SPRING MARKET WEEK (Oct. 26-Nov. 2)                                                                                                                                                                                                                                         |                       |                                        |
| Sunday            | SPRING APPAREL SHOW                                                                                                                                                                                                                                                                                            | COTTON INCORPORATED   | APPAREL MART                           |
| Oct. 27           | IN DALLAS                                                                                                                                                                                                                                                                                                      |                       | DALLAS, TEXAS                          |
| 6:00 P.M.         | "Cotton Comfort -- The More Cotton the Better" -- featuring leading American designers all cotton and new Natural Blend <sup>TM</sup> fabrications. By invitation. Contact: (N.Y.) Christina Kelly, 586-1070; (Dallas) Bardee Underwood (214) 638-5930; (L.A.) Dorothy Kistler, (213) 627-3561.                |                       |                                        |
| Oct. 27-          | IGEDO 103RD INT'L FASHION FAIR IN DUSSELDORF, GERMANY                                                                                                                                                                                                                                                          |                       |                                        |
| Oct. 31           | Contact: German American Chamber of Commerce, 582-7788                                                                                                                                                                                                                                                         |                       |                                        |
| Beginning Oct. 28 | SPRING AND SUMMER BRIDAL COLLECTION IN NEW YORK<br>Contact: individual manufacturers                                                                                                                                                                                                                           |                       |                                        |

| <u>DATE</u> | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                      | <u>GIVEN BY</u>           | <u>WHERE</u>          |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------------|
| Oct. 28     | VETERAN'S DAY (Monday) -- Banks and Post Office closed.                                                                                                                                                                     |                           |                       |
| Monday      | SPRING-SUMMER                                                                                                                                                                                                               | PRISCILLA OF BOSTON       | 498 SEVENTH AVENUE    |
| Oct. 28-    | BRIDAL FASHIONS                                                                                                                                                                                                             |                           | SHOWROOM - 9TH FLOOR  |
| Nov. 5      | Showings by appointment. Contact: Mr. Julie Pollack, 244-3847.                                                                                                                                                              |                           |                       |
| Tuesday     | PRESS PREVIEW OF                                                                                                                                                                                                            | DONALD BROOKS             | 158 EAST 70TH STREET  |
| Oct. 29     | SPRING COLLECTION                                                                                                                                                                                                           |                           |                       |
| 9:30 A.M.   | By invitation. Thereafter, Oct. 30 and Nov. 4 at 4:00. By reservation.<br>Contact: Pamela Call, 755-6287.                                                                                                                   |                           |                       |
| Tuesday     | PREVIEW OF SPRING                                                                                                                                                                                                           | GLORIA SACHS              | 530 SEVENTH AVENUE    |
| Oct. 29     | COLLECTION                                                                                                                                                                                                                  |                           | SHOWROOM - 30TH FLOOR |
| 11:00 A.M.  | By invitation. Thereafter by appointment. Contact: LO 3-1640.                                                                                                                                                               |                           |                       |
| Tuesday     | OPENING OF                                                                                                                                                                                                                  | OSCAR DE LA RENTA         | 550 SEVENTH AVENUE    |
| Oct. 29     | SPRING COLLECTION                                                                                                                                                                                                           |                           | SHOWROOM - 23RD FLOOR |
| 2:30 P.M.   | By invitation. Contact: LA 4-9350.                                                                                                                                                                                          |                           |                       |
| Tuesday     | OPENING OF                                                                                                                                                                                                                  | JOHN ANTHONY              | 550 SEVENTH AVENUE    |
| Oct. 29     | SPRING COLLECTION                                                                                                                                                                                                           |                           | SHOWROOM - 24TH FLOOR |
| 3:30 P.M.   | Also Nov. 6 at 3:30. By invitation. Contact: Cathy, 239-7080.                                                                                                                                                               |                           |                       |
| Tuesday     | OPENING OF SPRING                                                                                                                                                                                                           | CATHY HARDWICKE & FRIENDS | PLACE TO BE           |
| Oct. 29     | COLLECTION                                                                                                                                                                                                                  | (1411 BROADWAY)           | ANNOUNCED             |
| 4:00 P.M.   | By invitation. Thereafter in showroom. Contact: Tom Snowden, 221-7545.                                                                                                                                                      |                           |                       |
| Tuesday     | SPRING-SUMMER PREVIEW                                                                                                                                                                                                       | GUY LAROCHE, PARIS        | ST. REGIS HOTEL       |
| Oct. 29     | COLLECTIONS                                                                                                                                                                                                                 |                           | ROOF                  |
| 5:00 P.M.   | Men's and women's couture, ready-to-wear, accessories and fragrances. By invitation. For press and trade. (Benefit luncheon Wed., Oct. 30 at 12:30)<br>Contact: T. Thomas Gurtner, 228-4928.                                |                           |                       |
| Beginning   | OPENING OF SPRING                                                                                                                                                                                                           | LEW PRINCE OF             | 530 SEVENTH AVENUE    |
| Tuesday     | COLLECTION                                                                                                                                                                                                                  | ALDRICH, INC.             | SHOWROOM - 12TH FLOOR |
| Oct. 29     | Continuous by appointment. Contact: 244-1872.                                                                                                                                                                               |                           |                       |
| Wednesday   | OPENING OF SPRING                                                                                                                                                                                                           | STEPHEN BURROWS           | 500 CLUB              |
| Oct. 30     | COLLECTION                                                                                                                                                                                                                  | (550 SEVENTH AVE.)        | 500 SEVENTH AVENUE    |
| 9:30 A.M.   | By invitation. Thereafter by appointment at showroom, 22nd floor. Contact: Roz Rubenstein, 221-6252.                                                                                                                        |                           |                       |
| Wednesday   | PREVIEW OF SPRING                                                                                                                                                                                                           | JOHN KLOSS                | 550 SEVENTH AVENUE    |
| Oct. 30     | COLLECTION                                                                                                                                                                                                                  |                           | SHOWROOM - 8TH FLOOR  |
| 11:00 A.M.  | By invitation. Contact: Joanne Creveling, 586-2377.                                                                                                                                                                         |                           |                       |
| Wednesday   | BENEFIT LUNCHEON                                                                                                                                                                                                            | GUY LAROCHE, PARIS        | ST. REGIS HOTEL       |
| Oct. 30     | FASHION SHOW                                                                                                                                                                                                                |                           | ROOF                  |
| 12:30 P.M.  | Repeat of Oct. 29 fashion show (see above), for benefit of ARCS (Achievement Rewards for College Scientists). Tickets--\$25.00; contact: Mrs. Paul Dudley, 288-3274. By invitation. Publicity: T. Thomas Gurtner, 228-4928. |                           |                       |
| Wednesday   | PREVIEW OF SPRING                                                                                                                                                                                                           | KIMBERLY KNITWEAR         | 1441 BROADWAY         |
| Oct. 30     | COLLECTION                                                                                                                                                                                                                  |                           | SHOWROOM - 16TH FLOOR |
| 1:00 P.M.   | By invitation. Contact: Joanne Creveling, 586-2377.                                                                                                                                                                         |                           |                       |

| <u>DATE</u>                                | <u>WHAT'S GOING ON</u>                                                                                                                                                                                                                                                | <u>GIVEN BY</u>                                     | <u>WHERE</u>                                |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------|
| Wednesday<br>Oct. 30<br>2:00 P.M.          | OPENING OF SPRING<br>COLLECTION<br>By invitation. Thereafter at showroom, 7th floor. Contact: Carole Nussenbaum, 354-0026.                                                                                                                                            | D D DOMINICK SPORTSWEAR<br>COMPONENTS (525 SEVENTH) | 500 CLUB<br>500 SEVENTH AVENUE              |
| Wednesday<br>Oct. 30<br>3:00 P.M.          | RESORT AND SPRING<br>COLLECTION<br>By invitation. Contact: Mary Kloss, 868-2880. Publicity: Eleanor Lambert, MU 8-2130.                                                                                                                                               | PAPILLON                                            | 530 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR |
| Wednesday<br>Oct. 30<br>4:00 P.M.          | PREVIEW OF SPRING<br>COLLECTION<br>By invitation. Contact: Joanne Creveling, 586-2377.                                                                                                                                                                                | CLOVIS RUFFIN                                       | PLACE TO BE<br>ANNOUNCED                    |
| Oct. 30                                    | 4:00 P.M., DONALD BROOKS (2nd show), 158 East 70th St., 755-6287                                                                                                                                                                                                      |                                                     |                                             |
| Wednesday<br>Oct. 30<br>6:00 P.M.          | WINE & FOOD SOCIETY<br>DINNER AND SHOW<br>By invitation. Contact: Helen O'Hagan, PL 3-4000.                                                                                                                                                                           | SAKS FIFTH AVENUE                                   | 5TH FLOOR                                   |
| Thursday<br>Oct. 31<br>1:00 P.M.           | PREVIEW OF SPRING<br>COLLECTION<br>By invitation. Contact: Joanne Creveling, 586-2377.                                                                                                                                                                                | RALPH LAUREN                                        | 550 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR  |
| Thursday<br>Oct. 31<br>5:00 P.M.           | OPENING OF<br>SPRING COLLECTION<br>By invitation. Contact: Public Relations-Mgt. Hodge Co., 758-9230.                                                                                                                                                                 | ALEXANDRA CHRISTIE<br>(550 SEVENTH AVENUE)          | HOTEL PIERRE                                |
| Monday<br>Nov. 4<br>11:00 A.M.             | OPENING OF SPRING<br>COLLECTION<br>By reservation. Thereafter by appointment. Contact: LA 4-0237.                                                                                                                                                                     | HAROLD LEVINE BY<br>DON BREITINGER                  | 530 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR |
| Monday<br>Nov. 4<br>12:00 Noon             | PRESS PREVIEW OF<br>SPRING COLLECTION<br>For press, by invitation. Buyers' shows at 2:30, Nov. 5, 7, 12. By reservation. Contact: LA 4-6968.                                                                                                                          | BILL BLASS                                          | 550 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR |
| Monday<br>Nov. 4<br>3:00 P.M.              | PRESS PREVIEW OF<br>SPRING COLLECTION<br>By invitation. Thereafter in showroom, 530 Seventh Ave., 6th floor. Contact: 695-7715.                                                                                                                                       | CONCEPT VII BY<br>RONALD KOLODZIE                   | PLACE TO BE<br>ANNOUNCED                    |
| Nov. 4                                     | 4:00 P.M., DONALD BROOKS (3rd show), 158 East 70th St., 755-6287                                                                                                                                                                                                      |                                                     |                                             |
| Monday<br>Nov. 4<br>5:00 P.M.<br>Cocktails | OPENING OF<br>SPRING COLLECTION<br>Show at 5:30. By invitation. Contact: 221-6655. P.R.: Jody Donohue Assoc., 688-8653.                                                                                                                                               | EVA GABOR LOOK BY<br>ESTEVEZ (530 SEVENTH)          | PLACE TO BE<br>ANNOUNCED                    |
| Monday<br>Nov. 4                           | OPENING OF NEW<br>COSMETIC SHOP<br>Introducing a complete line of makeup, treatment, and fragrance in a new Diane Von Furstenberg shop, where special consultation and makeup sessions will be held. By invitation. Contact: Margery Rubin Cohen, 348-6539; 354-8336. | DIANE VON FURSTENBERG<br>COSMETIC COLLECTION        | 686 MADISON AVENUE<br>(61ST & 62ND STREET)  |

| <u>DATE</u>                       | <u>WHAT'S GOING ON</u>                                                                                                                                                   | <u>GIVEN BY</u>                    | <u>WHERE</u>                                |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|---------------------------------------------|
| Nov. 5                            | ELECTION DAY (Tuesday)                                                                                                                                                   |                                    |                                             |
| Nov. 5                            | 2:30 P.M., BILL BLASS (2nd show), 550 Seventh Ave., 17th fl., LA 4-6968                                                                                                  |                                    |                                             |
| Wednesday<br>Nov. 6<br>11:00 A.M. | OPENING OF SPRING<br>COLLECTION<br>By invitation. Thereafter by appointment. Contact: Susan Dimond, 354-0760.                                                            | ALBERT NIPON                       | 530 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR  |
| Wednesday<br>Nov. 6<br>12:00 Noon | OPENING OF<br>SPRING COLLECTION<br>By invitation. Contact: 279-5012.                                                                                                     | MOLLIE PARNIS COUTURE              | 530 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR |
| Wednesday<br>Nov. 6<br>1:00 P.M.  | OPENING OF SPRING<br>COLLECTION<br>By reservation. Contact: CH 4-0600.                                                                                                   | PAT SANDLER;<br>PAT'S PLACE        | 498 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR |
| Nov. 6                            | 3:30 P.M., JOHN ANTHONY (2nd show), 550 Seventh Ave., 24th floor, 239-7080                                                                                               |                                    |                                             |
| Wednesday<br>Nov. 6<br>4:30 P.M.  | OPENING OF SPRING<br>COLLECTION<br>By invitation. Thereafter at showroom, 1407 Broadway, 21st floor. Contact: Carole Nussenbaum, 354-0026.                               | BENSON & PARTNERS<br>BY JAY JAXSON | 500 CLUB<br>500 SEVENTH AVENUE              |
| Wednesday<br>Nov. 6<br>5:00 P.M.  | PRESS PREVIEW:<br>BOUTIQUE COLLECTION<br>Spring and Summer collection. By invitation. Buyers' show, Thurs., Nov. 7 at 4:00 P.M. Contact: 472-2352.                       | HANAE MORI                         | 550 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR  |
| Thursday<br>Nov. 7<br>10:30 A.M.  | OPENING OF SPRING<br>COLLECTION<br>By invitation. Contact: 279-5012.                                                                                                     | MOLLIE PARNIS BOUTIQUE             | 530 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR |
| Nov. 7                            | 2:30 P.M., BILL BLASS (3rd show), 550 Seventh Ave., 17th fl., 524-6968                                                                                                   |                                    |                                             |
| Nov. 7                            | 4:00 P.M., HANAE MORI BOUTIQUE (Buyers show), 550 7th Ave., 5th fl, 472-2352                                                                                             |                                    |                                             |
| Monday<br>Nov. 11<br>11:00 A.M.   | OPENING OF SPRING<br>AND SUMMER COLLECTION<br>By invitation. Continuous thereafter by appointment at 131 East 71st Street. Contact: Joan Blumberger, 524-2042; 628-3025. | MARY McFADDEN                      | 760 PARK AVE.-6TH FL.<br>J. PATRICK LANNAN  |
| Nov. 12                           | 2:30 P.M., BILL BLASS (4th show), 550 Seventh Ave., 17th floor, 524-6968                                                                                                 |                                    |                                             |
| Tuesday<br>Nov. 12<br>5:00 P.M.   | PRESS PREVIEW:<br>COUTURE COLLECTION<br>Spring/Summer collection. By invitation. Buyers show, Wed., Nov. 13 at 5:00<br>By reservation. Contact: 472-2352.                | HANAE MORI                         | 27 EAST 79TH STREET                         |
| Nov. 13                           | 5:00 P.M., HANAE MORI COUTURE (Buyers show), 27 East 79th St., 472-2352                                                                                                  |                                    |                                             |
| Nov. 19-<br>Nov. 22               | INTERSTOFF FAIR FOR AUTUMN-WINTER 1975-1976 - Exhibit of Fabrics in Frankfurt<br>Contact: German American Chamber of Commerce, 582-7788.                                 |                                    |                                             |
| Nov. 18-<br>Nov. 22               | AMERICAN DESIGNER SHOWINGS (PRESS WEEK) AT HOTEL PLAZA<br>By invitation. Publicity: Eleanor Lambert, MU 8-2130.                                                          |                                    |                                             |
| Nov. 28                           | THANKSGIVING DAY (Thursday)                                                                                                                                              |                                    |                                             |

# 1975

## JANUARY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

## FEBRUARY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 |    |

## MARCH

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

## APRIL

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 |    |    |

## MAY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## JUNE

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 |    |    |    |    |

## JULY

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

## AUGUST

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  |    |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 |    |    |    |    |    |    |

## SEPTEMBER

| S  | M  | T  | W  | T  | F  | F  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 |    |    |    |    |

## OCTOBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |

## NOVEMBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 |    |    |    |    |    |    |

## DECEMBER

| S  | M  | T  | W  | T  | F  | S  |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |